

## **AMENDMENTS TO THE CLAIMS**

The listing of claims will replace all prior versions, and listings, of claims in the application.

### **Listing of Claims:**

1. (Previously Presented) In an interactive television (TV) environment, a method comprising:  
recognizing one or more elements in an unmodified broadcast data stream; and  
prior to broadcasting, automatically inserting an interactive TV trigger into the broadcast data stream based on the recognized elements.
2. (Original) The method of claim 1, further comprising:  
pre-inserting the interactive TV trigger into any stored content that will constitute the broadcast data stream.
3. (Original) The method of claim 2, wherein the elements include voice elements.
4. (Original) The method of claim 2, wherein the elements include other audio elements.
5. (Original) The method of claim 2, wherein the elements include video elements.
6. (Original) The method of claim 2, wherein the elements include text elements as a special degenerate case of video elements.
7. (Original) The method of claim 2, wherein the automatically inserting of the interactive TV trigger includes automatically inserting the TV trigger into the broadcast data stream based on the recognized elements.
8. (Original) The method of claim 1, further comprising:  
delivering the broadcast data stream with the inserted interactive TV trigger to one or more receivers for display.

9. (Original) The method of claim 1, wherein the automatically inserting of the interactive TV trigger includes automatically inserting the interactive TV trigger into the broadcast data stream within a receiver.
10. (Original) The method of claim 1, wherein the interactive TV trigger includes an Advanced Television Enhancement Forum (ATVEF) trigger.
11. (Previously Presented) In an interactive television (TV) system environment, a system comprising:
  - an insertion platform to insert automatically, and prior to broadcasting, interactive TV triggers into an unmodified broadcast data stream.
12. (Original) The system of claim 11, further comprising:
  - a recognizing unit to recognize one or more elements in the broadcast data stream.
13. (Original) The system of claim 12, wherein the elements include voice elements.
14. (Original) The method of claim 12, wherein the elements include other audio elements.
15. (Original) The method of claim 12, wherein the elements include video elements.
16. (Original) The method of claim 12, wherein the elements include text elements as a special degenerate case of video elements.
17. (Original) The system of claim 12, wherein the automatically inserting of the interactive TV trigger includes automatically inserting the TV trigger into the broadcast data stream based on the recognized elements.
18. (Original) The system of claim 11, further comprising:
  - a delivering unit to deliver the broadcast data stream with the inserted interactive TV trigger to one or more receivers for display.
19. (Original) The system of claim 18, wherein the receivers are to insert automatically the interactive TV trigger into the broadcast data stream within.

20. (Original) The system of claim 11, wherein the interactive TV trigger includes an Advanced Television Enhancement Forum (ATVEF) trigger.
21. (Previously Presented) A computer-implemented method comprising:  
recognizing a media asset in an unmodified broadcast data stream;  
checking if the media asset matches with an interactive element; and  
prior to broadcasting, automatically inserting the interactive element into the broadcast data stream if the media asset matches with interactive element.
22. (Original) The computer-implemented method of claim 21, further comprising:  
passing the broadcast data stream to one or more receivers if the media asset does not match with an interactive element.
23. (Original) The computer-implemented method of claim 21, wherein the media asset includes an audio pattern.
24. (Original) The computer-implemented method of claim 21, wherein the media asset includes a voice pattern.
25. (Original) The computer-implemented method of claim 21, wherein the media asset includes a video pattern.
26. (Original) The computer-implemented method of claim 21, wherein the media asset includes a text pattern as a special degenerate case of a video pattern.
27. (Original) The computer-implemented method of claim 21, wherein the checking if the media asset matches with the interactive element includes checking if the media asset matches with an attribute associated with the interactive element.
28. (Original) The computer-implemented method of claim 21, wherein the interactive element includes an interactive television (TV) trigger.

29. (Original) The computer-implemented method of claim 28, wherein the interactive TV trigger includes an Advanced Television Enhancement Forum (ATVEF) trigger.
30. (Previously Presented) A computing system comprising:  
a recognizing unit to recognize a media asset in an unmodified broadcast data stream;  
a checking unit to check if the media asset matches with an interactive element; and  
an inserting unit to, prior to broadcasting, automatically insert the interactive element into the broadcast data stream if the media asset matches with interactive element.
31. (Original) The computing system of claim 30, further comprising:  
a passing unit to pass the broadcast data stream to one or more receivers if the media asset does not match with an interactive element.
32. (Original) The computing system of claim 30, wherein the media asset includes an audio pattern or a video pattern.
33. (Original) The computing system of claim 30, wherein the media asset includes a voice pattern.
34. (Original) The computing system of claim 30, wherein the media asset includes a video pattern.
35. (Original) The computing system of claim 30, wherein the media asset includes a text pattern as a special degenerate case of a video pattern.
36. (Original) The computing system of claim 30, wherein the checking unit is to check if the media asset matches with an attribute associated with the interactive element.
37. (Original) The computing system of claim 30, wherein the interactive element includes an interactive television (TV) trigger.
38. (Original) The computing system of claim 37, wherein the interactive TV trigger includes an Advanced Television Enhancement Forum (ATVEF) trigger.

39. (Previously Presented) A machine-readable medium providing including instructions, which if executed by a processor, causes the processor to perform an operation comprising:

recognizing a media asset in an unmodified broadcast data stream;

checking if the media asset matches with an interactive element; and

prior to broadcasting, automatically inserting the interactive element into the broadcast data stream if the media asset matches with interactive element.

40. (Original) The machine-readable medium of claim 39, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising: passing the broadcast data stream to one or more receivers if the media asset does not match with an interactive element.